

**Mode Comparison of the Advertisement of Plataran Menjangan
Resort & Spa in Garuda Inflight Magazine on November and
December 2015 Edition
(Based on Systemic Functional Linguistics)**



THESIS

**Submitted as Partial Fulfillment of Requirement
for The Sarjana Sastra Degree of English Department
Faculty of Cultural Sciences**

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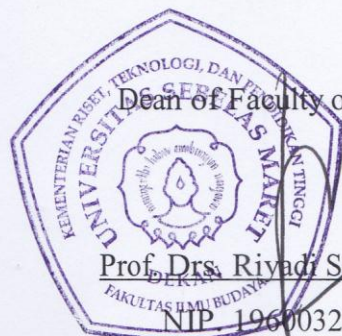
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I state wholeheartedly that this thesis entitled “Mode Comparison of the Advertisement of Plataran Menjangan Resort & Spa in Garuda Inflight Magazine on November and December 2015 Edition (Based on Systemic Functional Linguistics) is originally written by the researcher. It is neither a plagiarism, nor made by the others. The things related to other’s work are written in quotation and included within in bibliography. If it is proven that this pronouncement is proved incorrect, I am ready to take responsibility.

Surakarta, May 19th, 2017

Farida Fathoniah

MOTTO

“For indeed, along the hardship there is ease.

Surely with ‘that’ hardship comes ‘more’ ease.”

(Q.S: Al Insyirah [94] : 5 ~ 6)

“All your dreams can come true if you have the courage to pursue them”

(Walt Disney)

DEDICATION

I dedicate this thesis wholeheartedly to:

My parents (my late *Bapak* and *Ibu*)

Mas Wahyu and Mbak Ana

Thank you for the love, pray and support

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ABSTRACT

Farida Fathoniah. C1314003. Mode Comparison of the Advertisement of Plataran Menjangan Resort & Spa in Garuda Inflight Magazine on November and December 2015 Edition (Based on Systemic Functional Linguistics). Thesis: English Department, Faculty of Cultural Sciences, Sebelas Maret University.

This research is a Systemic Functional Linguistics based research. It is categorized as a comparative study which focuses on the discovery of mode analysis through description of lexico-grammar, text structure and genre.

This research aims to discover and to explore the channel and the medium of two advertisement texts of Plataran Menjangan Resort & Spa and thus identify their differences and similarities.

The type of this research is qualitative research employing descriptive method. The source of the data is the advertisement texts from Garuda Inflight Magazine on November and December 2015 Edition. Besides, the data which are analyzed are the lexico-grammar such as clause system, nominal groups, lexis system and transitivity, with text structure and genre.

The research findings show that the two advertisements employ different channels. Text I employs 'written spoken channel' while text II employs 'more spoken channel'. The findings can be seen from the proportion of the lexico-grammar employment in both texts. The difference between the channels of both texts does not affect significantly to the writing style of the advertisements. In fact, both of the texts are not too solid and easy to be read and be understood by the readers as the dictions are simple. Moreover, the medium analysis shows that both texts are effective as they are published in a consumer magazine which focuses on the travelling theme, namely Garuda Inflight Magazine. It is also supported by the fact that the magazine's target readers are those domestics and international travellers from and to Indonesia who come from mid – upper class of society.

From the analysis, it is shown that both texts have some differences and similarities. The differences occur in the lexico-grammar aspects, which are clause types, transitivity and lexical density, as well as from the aspect of marketing technique approach. On the other hand, both texts are found to have similarities in the nominal groups, lexis system, technicality and nominalization, metaphor, text structure, genre, medium and selling technique approach.

Keywords: Mode, Channel, Medium, Advertisement, Plataran Menjangan, Garuda, Magazine, Systemic Functional Linguistics.